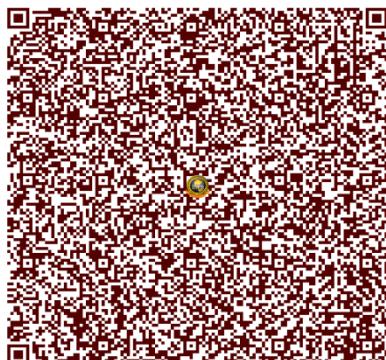


Study on importance of Industrial Training as a part of Hotel Management education curriculum, as perceived by industry and students.



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Abstract

Industrial training is the way to help Hotel management student to get acquainted with what they did in their professional institutes. Industrial training can be very useful to hotel management students in terms of, getting practical knowledge and develop as hospitality professional. The study is aimed at analysis the importance of hotel management industrial training as part of hospitality industry and identifying the gaps between hotel management institutes and hospitality industry. Additionally, this study was also directed towards finding the level of satisfaction of hotel with performance of trainees during their training program and to assess the impact of hotel management trainees on hotel operation. A major of data collected from Hotel employees of star category hotel and Hotel management students from Pune city. The result used after the study has been presented in the tabulated form and described it with the help of graph. The result presented here are all true with respect and the questions were asked to hotel staff and students of various colleges who have successfully completed their industrial training. Later on the results are described in more details with other information. This study overall dealt with hospitality management where all knowledge was seen as essential for the bright future.

Key Words: Hotel Management, Industrial Training, Trainee, Hospitality Management, Education Curriculum, Practical Knowledge

1 Introduction

The vibrancy factor of any city can be easily gauged by its eating out options or the standards of hospitality industry. Pune in this regard, has made a giant leap as now there are several national and international food chains and star hotels in the city. With consistent supply of population migrating to Pune on education and employment front, the growth of international players in the hospitality sector has upgraded the development and lifestyle quotient of the city significantly. The growth of the hospitality sector has been quite vibrant, especially in the eastern part of Pune as hotels like Hyatt, Radisson, Parc Estique, Ibis, Novotel have established their premises here. The standards of hotel and restaurants are also increased. International hotel chains are embarking their business in the city of Pune, and the competition is becoming increasingly fiercer. This has created requirement of expert

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and efficient staff to face such competencies. Hospitality industry is an important pillar of tourism and a good source of every city's economy. While some cities are really good at promoting themselves, others need to still do some serious work. Hospitality industry is a huge profit generating industry of any place. It is accountable for a major portion of the national economic growth. Different factors of hospitality industry bring foreign visitors, which open millions of doors of opportunities for the city, country. Cultural exchange, foreign collaboration, and employment opportunities for local people are just some of them.

The Hotel management program has been designed to bring world class hospitality students and prepare them to enter the hospitality industry at the supervisory. Hotel management program is designed to develop the interpersonal skills for the current and future prospective. Hospitality management training helps students to know how to perform work and how different works are done in different fields of hospitality industry respectively. Hotel management training deals with subjects who will help the students to be able to supervise their position in the hotels and catering industry with adequate background of management functions. When students develop skills in hospitality management they will be able to work at any criteria as the work demands. The industrial training helps students to know about different factors used in hospitality industry, various department operations there standard operating procedures are learned by them, they are groomed to become professionals in the hospitality industry, likewise learning of cost control measures to improve economical factors and success in business operations. It helps to set up standards for quality services that they offer to their customers. Knowledge of hospitality management develops positive attitudes towards the trade with positive impact and self confidence in handling the operation and become a successful entrepreneur in various enterprises. Hotel management education can be gained either through practical or theoretical study.

In this paper quantitative research method analysis are used to perform different findings for the study, and later on results are presented with graphs, pie charts. This paper brings some facts about training in the hospitality industry that will help to the student to develop themselves for the future. Industrial training help students to combine theory with practical work experience and it gives a better understanding of department operations. Industrial training will also help develop professional work habits, provide an understanding of corporate culture, and give an opportunity to analyze international business settings and offers platforms for workforce. Also in addition if Industrial training is taken internationally it will offer the privilege to observe differences in business, and see how projects are handled in different cultures. An industrial training program can be conducted differently; i.e. in the trainees home city, country or in the place where they are studying hotel management.

2 Definitions

Hospitality industry: Is a broad category of fields within the service industry that includes lodging, restaurant, event planning, theme parks, transportation, cruise lines and additional fields within tourism industry. A hospitality unit such as a restaurant, hotel, or even an amusement park consists of multiple groups such as facility maintenance, direct operations (servers, housekeepers, porters, kitchen workers, bartenders, etc.), management, marketing, and human resources. SOURCE: http://en.wikipedia.org/wiki/Hospitality_industry

Culture exchange: An exchange of students, artists, athletes, etc, between two countries to promote mutual understanding. SOURCE: www.dictionary.reference.com

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Industrial training: Industrial Training refers to a program which aims to provide supervised practical training within a specified timeframe. This training can be carried out either in government organizations or in the private sector. SOURCE: <http://www.projectreportstore.com>

3 Review of Literature

1. Prashant Khullar (June, 2013) stated “It is not just about providing training, but the overall development of the person to be able to handle more and more responsibilities.”
2. Dr Mohinder Chand (May – June 2013) explained, Set of Recruitment & selection , Manpower planning , Training & development ,Performance appraisal and Compensation may constitute the most important HRM practices in the MNE,s Hospitality enterprises operating in India.
3. Colin Pinto (January - May 2013) explained that , Seeing is believing is a proverb that is widely acknowledged , and practitioners should emphasize that this should be mode of teaching for hotel management curriculum; where students are required to have hands on activities as part of program. With this, students would begin to better comprehend knowledge being delivered to them. This is because what they see in hotels, is what is being taught by lecturers who already have real life industry experience. The process of learning will be more effective when the students are being exposed to real working conditions by practically applying their knowledge.
4. Dr Manoj A S (April, 2013) explored, Hospitality, being a service industry is 100 percent people driven. Professional training is an essential requirement, especially in current dynamic & highly competitive environment. The rate of job growth & job change in hospitality industry is among most rapid compared to any other industry. The work of hospitality employees will continue to change as new technology develops.
5. Manisha (March, 2013) states, every organization needs to have well trained & experienced people to perform various activities. If the current job occupant can meet this requirement training is not important but when this is not the case it is necessary to raise the skills levels and increases their capability & adoptability of employees. Inadequate job performance requires some type of training efforts. As the jobs become more complicated, the training needs also increase. In a rapidly changing society, employee training is not only an activity that is desirable but also an activity that an organization must commit its resources to if it to maintain a viable & knowledge workforce.
6. Ashok Singh and Nikita Maheshwari (January, 2013) stated, Training offers great scope in strengthening the services rendered by the hotels. In this age of cut throat competition training helps the companies to drive competition advantage a service separates a great hotel experience from an average one. Services provided in the hotels are highly influenced by training programs.
7. Jog Amol (January, 2013) explained Training has assumed a significant importance in the world of business, especially during the last two decades. The business has recognized the need for training in enhancing productivity & improving organizational functioning.
8. Suvidha Khan (January, 2013) says A well trained and competent staff in hotel can simplify the execution of quality service. So the hotels should continuously be working on training and retraining of its staff in terms of customer relationship management and service quality.
9. Rajeev Menon, Area V.P. Marriott International in his interview to Sanjeev Bhar, in Express hospitality (September, 2012) states the importance of making the HR training more humane, thereby striking a balance between imparting technical knowledge and emotional support to employees for them to deal with the work environment better.

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10. Pandey and Suruchi (August , 2011) said Training makes its best contribution to the development of the individual – and through them to the organization for which they work when well motivated if rate of development is to further accelerate , the quality of management has to keep pace with this progress. Training is the act of increasing the knowledge and skill of an employee for doing a particular job. Training is a short term educational process and utilizing a systematic and organized procedure by which employees learn technical knowledge and skills for a definite purpose. The increasing completion amongst other things increases significance of training.
11. Manoj Chawla(September , 2009) has quoted in the Times of India , that organizations are showing interest in retaining their good talent and do not shield away from investments in relevant training.
12. Aishwarya Mudaliar (March, 2008) has stated her opinion on Express hospitality. Com that since the hospitality industry is grappled with high attrition rates, a trainer can assist the HR functioning in retaining employees.
13. Praveen Singh (December , 2007) proposes in an article in Express hospitality.com that the training methodologies that will survive the coming years is the empowering of the employees by hotel companies with powerful skills to help them connect with guests on a basic level.

4 Objectives of the study

- To analyze the importance of Industrial Training as a part of Hotel Management curriculum.
- To find the level of satisfaction about the industrial training program by hotel management trainees.
- To find the level of satisfaction of the hotel with the performance of trainees during their training period.
- To assess the impact of the hotel management trainee on the hotel operation.
- To identify the gaps between hospitality education imparted and requirements of the industry.

5 Research Methodology

5.1 Data collection

The primary data required for the research was collected using the following techniques:

Personal interviews: The researcher conducted personal interview with employees and human resource managers of reputed hotel brands to explore the impact of hotel management students training in their organization.

Questionnaire: A questionnaire bearing straight forward and relevant questions was drafted and handed over to the sample to obtain their responses.

5.2 Sample technique

The population being “students of hotel management college” and HR Managers, Training managers of star category hotels. With due consideration to the fact that the study is done in Pune city, the sample comprised of star category hotels from city and 100 Hotel Management students from colleges in Pune were selected for the study. Apart from the above mentioned tools the relevant secondary data for the research was collected from journals, books and internet.



6 Observations and Discussions

• Importance of industrial training

The learning opportunity in the industry during training is found to be high since the kind of exposure is limited in the hotel management institutes. This further help to boost the confidence of the student .It is also observed that the level of confidence of a student increases considerably post the industrial training in various aspects. Even though six months training period is found to be satisfactory for hotel management trainees it is not enough for them to become a polished graduate, and not enough to develop the confidence level at work.

• Level of application of theoretical knowledge during industrial training

As the training is in the second year and third year of students academic program the trainees are already aware of basic theoretical knowledge, technical knowledge and what kind /type of job they are doing to deal with during their training for which they already have a developed basic attitude.

• Skill sets of the students (skills developed in college)

The hotel management program includes education on various departments of hotel like food production, food and beverage service, housekeeping, front office, maintenance etc. The hotel management institutes provide students with basic skill sets in the institute itself which can be developed better with training.

• Attitude towards job (professionalism gap in college & industry)

The hotel management students learn professionalism in the industry during their training which they continue to develop post training also. This development helps them during their placements and builds a positive and respectable attitude towards the hospitality industry.

• Nature of work (operations done in practical and during training)

The students work in various hotel departments during their industrial training .The core departments are studied by the students during practical's at institute in their first year of college. Hence the hotel management students are aware of the basic hotel operations but the skills are developed with further training in the industry.

• Operational / Industrial updates, Infrastructure & Global Trends

The Hotel management institute is very much updated to the latest industry developments, events, technology adopted. The infrastructure provided in most of the institutes is at par to the industry infrastructure. It has been realized that the current hotel management students feel that there is better international exposure given to them during industrial training as they get an opportunity to train with international brands, international destination hotels, and to meet up with people across globe, where they get a chance to learn various international cultures.

• Guest interaction, Responsibility & Accountability

The hotel management students get the opportunity to interact with guest all the time since; their departments might not be scheduled in the training program. Meanwhile, there are set of students who get an opportunity to interact with guests. This trend is observed more with international training. There is enough responsibility given to students during training and they are accountable also for the same.

• Learning opportunities & Confidence building

The learning opportunity in the industry during training is found to be high since the kind of exposure is limited in the hotel management institutes. This further helps to boost the confidence of the student

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• Enhancement of Knowledge

The practical and technical details are more minutely observed during the training period, since the student is made responsible and accountable hence their operational exposure is more demanding and challenging, due to continuous guidance and supervision by experienced hotel professionals, the student also enhance their technical knowledge.

• Relation with hotel employees, Guest relation & Monetary benefits

The students develop a good rapport with hotel employees and also they get opportunity to interact with various hotel guests. The students are given stipend during training.

• Working hours, Approach of other employees towards trainees & selection procedure of hotel

The trainees work as per the hotel shift timings .Procedure for selection done by the hotels is found to be very clear and transparent which the students appreciate. Hotel employees think that the hotel management trainees are essential for hotel and there is reasonable cost incurred on the Hotel management trainees also they are skilled & qualified, supportive and the cost incurred by the hotel on them is moderate.

• Liability and Cheap Labour

The hotel management students are considered low on liability factor by the hotel as they are semi trained and possess basic hotel knowledge and skills. The hotel management trainees are not considered as cheap labor by the hotel and also it is more likely a give and take relation between hotel and institute rather than hotel and student.

• Support during peak season / under-staffed situation

The hotel management trainees can be of great support and provide optimum support during the peak season and whenever the hotel has a deficiency in staffing the trainees are considered useful and helpful.

• Trainee possess basic knowledge / job skill / attitude

As the training is in the second year and third year of students academic program the trainees are already aware of basic theoretical knowledge, technical knowledge and what kind /type of job they are doing to deal with during their training for which they already have a developed basic attitude.

• Provision of on job training, overall contribution of trainee

The hotel provides student to get hands on experience in various department, to face and handle various situation, they develop their professionalism to increase their knowledge during their training program.

• Stability & confidence level of trainee

The hotel management students are stable and much more confident to handle the jobs given to them during training program

7 Findings

Analysis of data obtained from hotel management students

All questions listed were asked to hotel management trainees and the result obtained from them is presented graphically .In all 100 no of different Pune Institute hotel management students were given the questionnaire.

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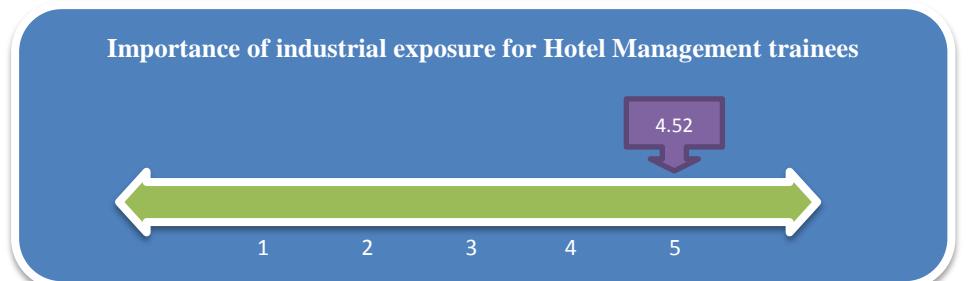


Figure 1 : Hotel management trainees consider industrial exposure at highest level of importance.

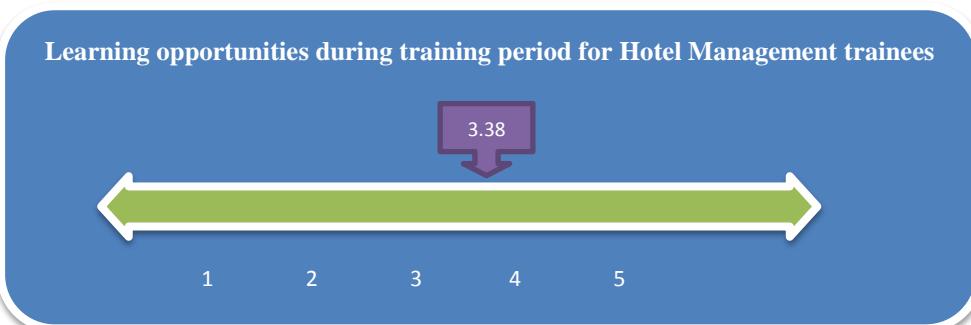


Figure 2 : Hotel management trainees think that there is higher chance of learning opportunity during their training period.

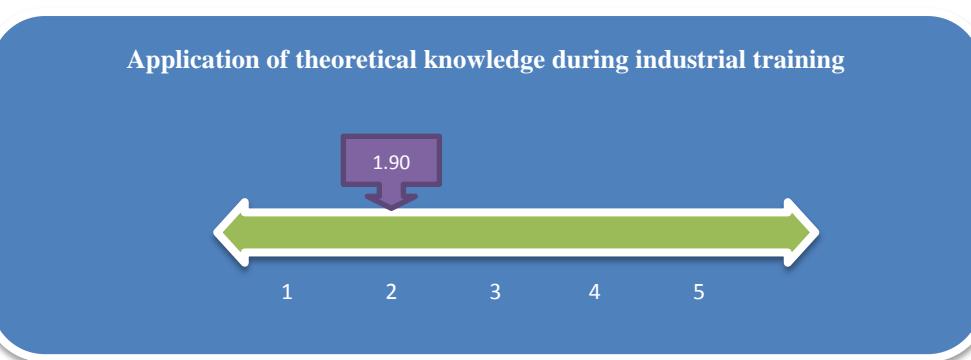


Figure 3: Hotel management trainees think that theoretical knowledge application in the industry is on the lower side.

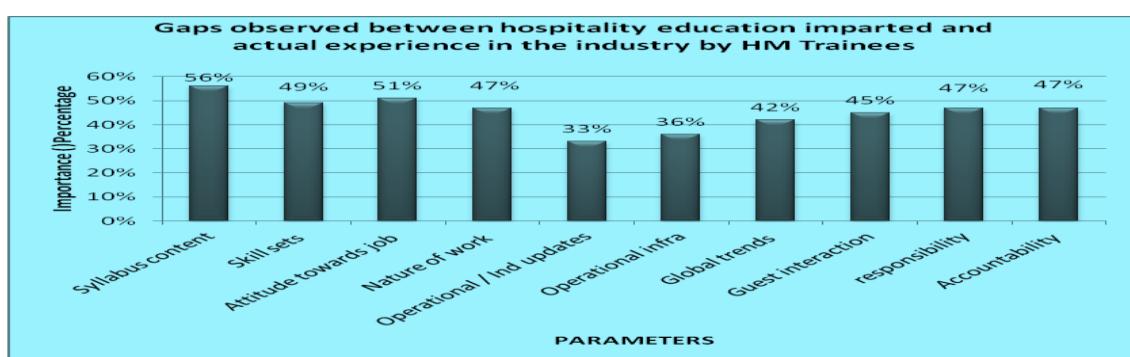


Figure 4 shows the gaps observed by industrial trainees between the theoretical learning and actual industrial experience

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Figure 5: The level of satisfaction by industrial trainees on industrial training

8 Analysis of data obtained from Hotel staff

Survey was done with 11 different hotel employees in Pune city and same question were asked. The data collected is tabulated and graphically presented.

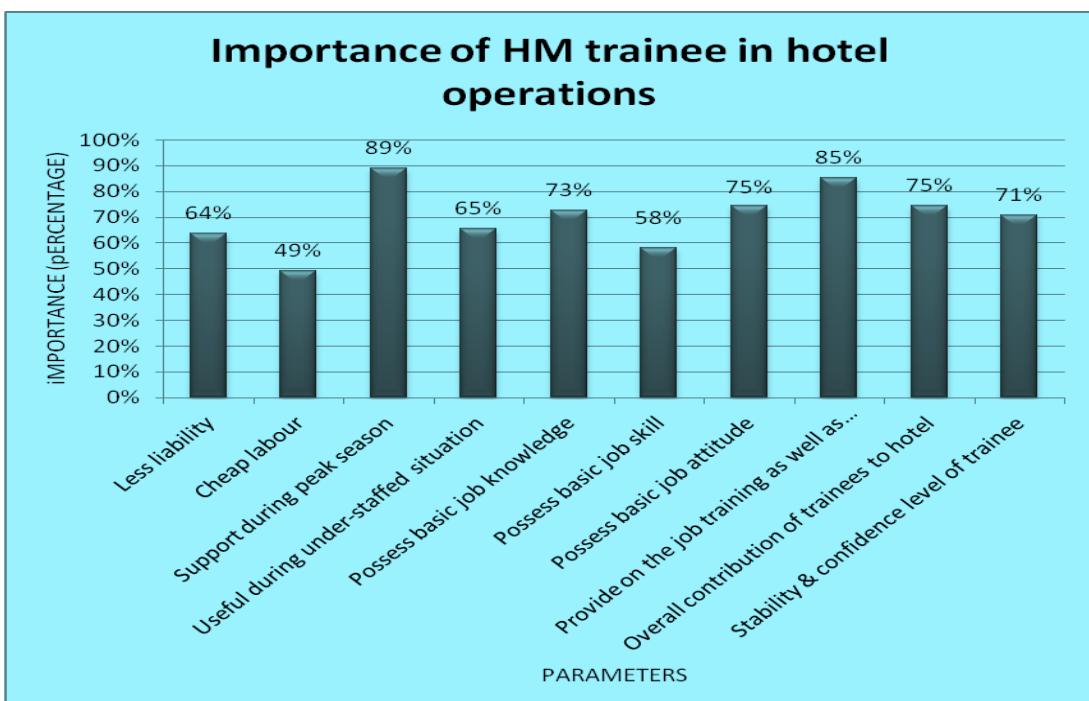


Figure 6: 100% of hotel employees think that hotel management trainees are effective and necessary since they are skilled and qualified workforce.

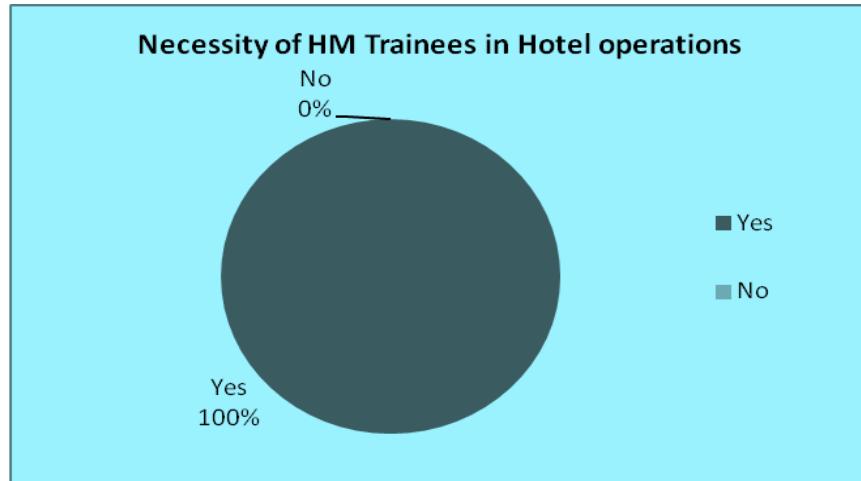


Figure.7 : How the hotel employees rate the importance of various parameters regarding the hotel management trainees who undergo training in their organization

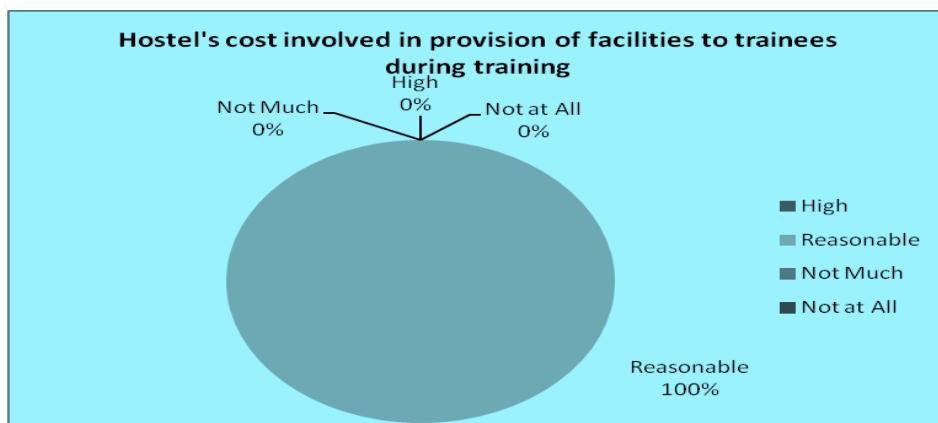


Figure 8 : 100% hotel employee consider hotel management trainees don't require too much of cost their training cost is reasonable.

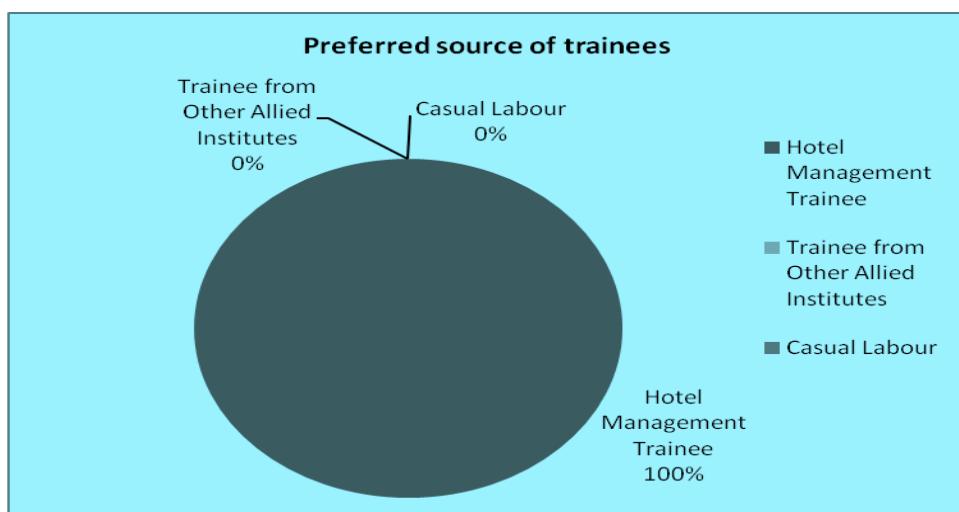


Figure 9 shows the hotel employees give 100% preference for hotel management trainees as compared to casual labor and other institute trainees.

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9 Recommendations

The following points will prove to be useful for the hotel management students, colleges as well as the hotel industry those who take Hotel Management trainees.

- Institutes must update with the new technologies and teaching style so as to upgrade the quality of teaching the students. There must be a good liaison between the hotel industry and the institution, and then only can produce qualified person who meet the requirement of hotel industry.
- The hotel management institute can include a training program of a period of one year instead of six months as it would be more effective. Even hotel should keep opportunities for hotel management trainees as in turns they only will get qualified professionals.
- The trainees should get opportunity to work in all the departments of the hotel and should get work responsibilities, this will build their confidence and build positive outlook towards the hotel industry. The human resource of the hotel should interact more often with trainee by giving them their appraisals, briefings, motivational talks which will keep the trainee motivated and excel in hospitality field.
- The human resource of the hotel should interact more often with institutions also. The syllabus of hotel management course should be upgraded in coordination with the industry. A continuous feedback from hotel management trainees about their learning is also recommended.

10 Conclusion

This study on impact of industrial training of hotel management students on hotel operation is based on industrial training program of hotel management students go through as per their course entitled by their college. It is the study to find out what are the basic impacts that have been created during industrial training program on the students itself and hotel. The research project focused on the problems the trainees are facing during their training in hotel and also determined if the effectiveness of the work conducted by the hotel management trainee was efficient to the hotel or not, and also determined whether training has enhanced the character of hotel management students to become polished graduates or not.

After the analysis of the trend of hotel management students industrial training program in Pune and the perception created by various hotel employees towards it, this study concludes following:

Most of the hotels in Pune welcome hotel management trainees in their hotel. Industry personnel state that having hotel management students is a pleasure as they have the right attitude towards work and also have ethics when it comes to working. Human resource department of hotel have expressed that they spent lesser time training hotel management students compared to other schools or institutions. They say that the knowledge and technical skills of hotel management are superior.

Training program save not only recruitment and hiring time but also proves to have financial benefits for fulfilling temporary staffing needs. Both trainees and hotel industry are satisfied with the industrial training of hotel management students but the level of satisfaction can still be increased if proper coordination and cooperation among hotel industry and the institution in Pune.

The feedback from industry personnel will help in effective practical curriculum planning which can be followed by the institutes to develop the skills of their students. Hotel expressed that not much effort was exerted in training the students as the students coming from this school were very adaptable as they already knowledge needed to perform task and duties assigned to them. Feedback from both



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sources proved positive there was knowledge satisfaction for students and performance satisfaction for the industry.

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